

Digital Printing on Vinyl: The Benefits

Compared to traditional printing; digital printing has a rather short history. Having only joined the market in the 1990s, this revolutionary technology has dramatically evolved from its infancy to become the industry leader.

This leap in technological growth means that state of the art printers are able to print on just about anything you can think of. In this post, we'll take a look at the many benefits of digital printing on vinyl.

What is Vinyl?

Vinyl is a member of the plastic family. Polyvinyl chloride or PVC is the most commonly used vinyl type. In its raw form it's quite rigid and brittle. Plasticizers are used to soften it up. As a result, we have sheets of a flexible, yet durable material called vinyl.

Benefits of Vinyl Printing:

Durability: Vinyl has one distinct advantage over other popular print materials. Firstly, it's weather resistant. This makes vinyl the ideal choice for outdoor use on billboards, signage and vehicle wraps. You can depend on vinyl graphics to last for a long time, no matter what the weather conditions are.

Versatile: The potential that vinyl graphics offer, in terms of print options, is virtually limitless aside from banners, signs and decals. In addition to your colour choices, you can select the size and shape that suits you best.

Affordable: Despite vinyl's versatility and durability, it remains a relatively affordable option. This is due to low manufacturing costs and wide availability. When you consider putting up new outdoor displays or exhibition signage, you make a smart investment with vinyl.

Environment Friendly: Vinyl can be recycled, unlike many other plastic materials today. Furthermore, over half of what vinyl is made from is a renewable natural resource: common salt. In addition, vinyl uses limited components during its manufacturing process. As a result, it uses less energy and has a smaller environmental impact.